

To: Piscitelli, J, 1800 - Cincinnati Region (SCHLENM), 1700 - Pittsburgh Region, 1600 - Buffalo Region (BRZEZIE),  
1300 - Philadelphia Region (SWEETD), 1200 - New York Region (SCULLYA),  
1100 - Boston Region (KERSHON)  
From: S=Wilmesher; G=Dave; I=L.; O=msmail; P=rjrt; A=rjrx400; C=us  
Posted: 12/2/96 20:22  
Opened: 12/3/96 8:59  
Subject: FW: Price Gap Presentation

As info, this seemed to help non-believers.

Dave Wilmesher

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From: Zitta, Steve J.  
To: Best, Jim W.; Coyle, Colleen A.; Cundari, Pat J.; Ellegate, John J.;  
Fitzgerald, Don P.; Maguire, Jim V.; O'Connor, Lori M.; Odom, J. Tom; Petto,  
Frank G.; Qualkinbush, Steve R.; Sanders, Rick M.; Wilmesher, Dave L.  
Cc: Cross, Richard E.; Hawkins, Shari C.; Keith, R. Scott; Moore, Jerry R.;  
Schmidt, Don E.  
Subject: Price Gap Presentation  
Date: Monday, November 25, 1996 1:43PM  
Priority: High

Ladies & Gentleman:

The attached is a presentation that was developed by Collin Uffindell (RBM in Pittsburgh) in an effort to communicate why price gap management is so important. This presentation was made earlier this summer, and uses some material from a presentation that Don Schmidt gave to the RBM several months ago. According to Collin and Peter Schmidt a few reps were not executing the pricing strategies spot on, due to their own beliefs, this presentation helped them see the light. I hope you find it useful.

Regards,

Z-Man

[[ DEFENSE.XLS : 3882 in DEFENSE.XLS ]]

*Make  
Take a look  
"Worth anything"?*  
*WJ*  
*in jrm*

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